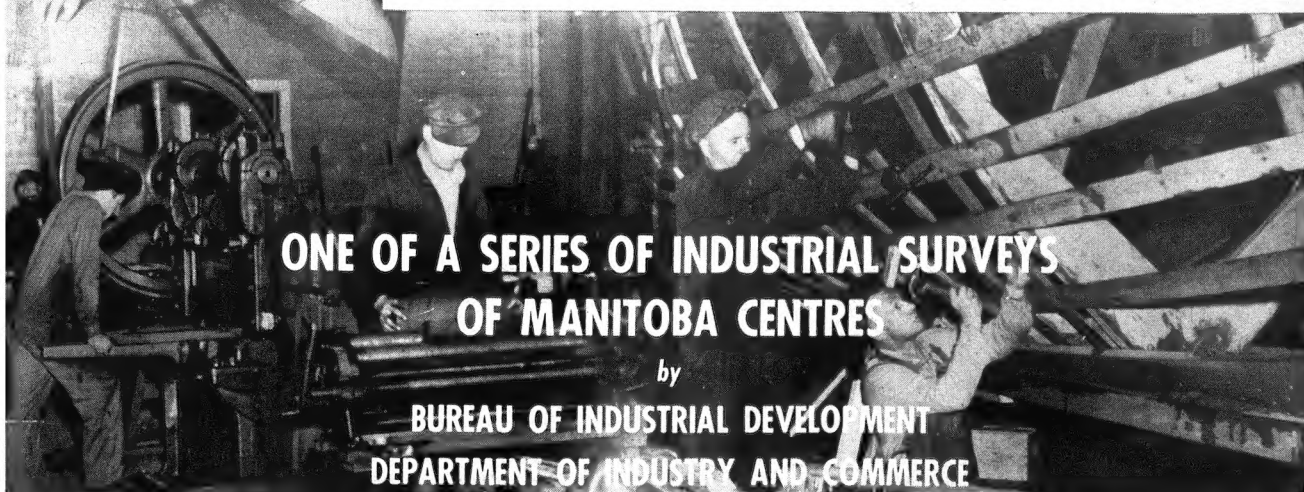


Facts About Virden



**ONE OF A SERIES OF INDUSTRIAL SURVEYS
OF MANITOBA CENTRES**

by

**BUREAU OF INDUSTRIAL DEVELOPMENT
DEPARTMENT OF INDUSTRY AND COMMERCE**



Facts About Virden

AN INDUSTRIAL SURVEY
OF
THE TOWN OF VIRDEN



Prepared By
The Bureau of Industrial Development
DEPARTMENT OF INDUSTRY AND COMMERCE
Province of Manitoba

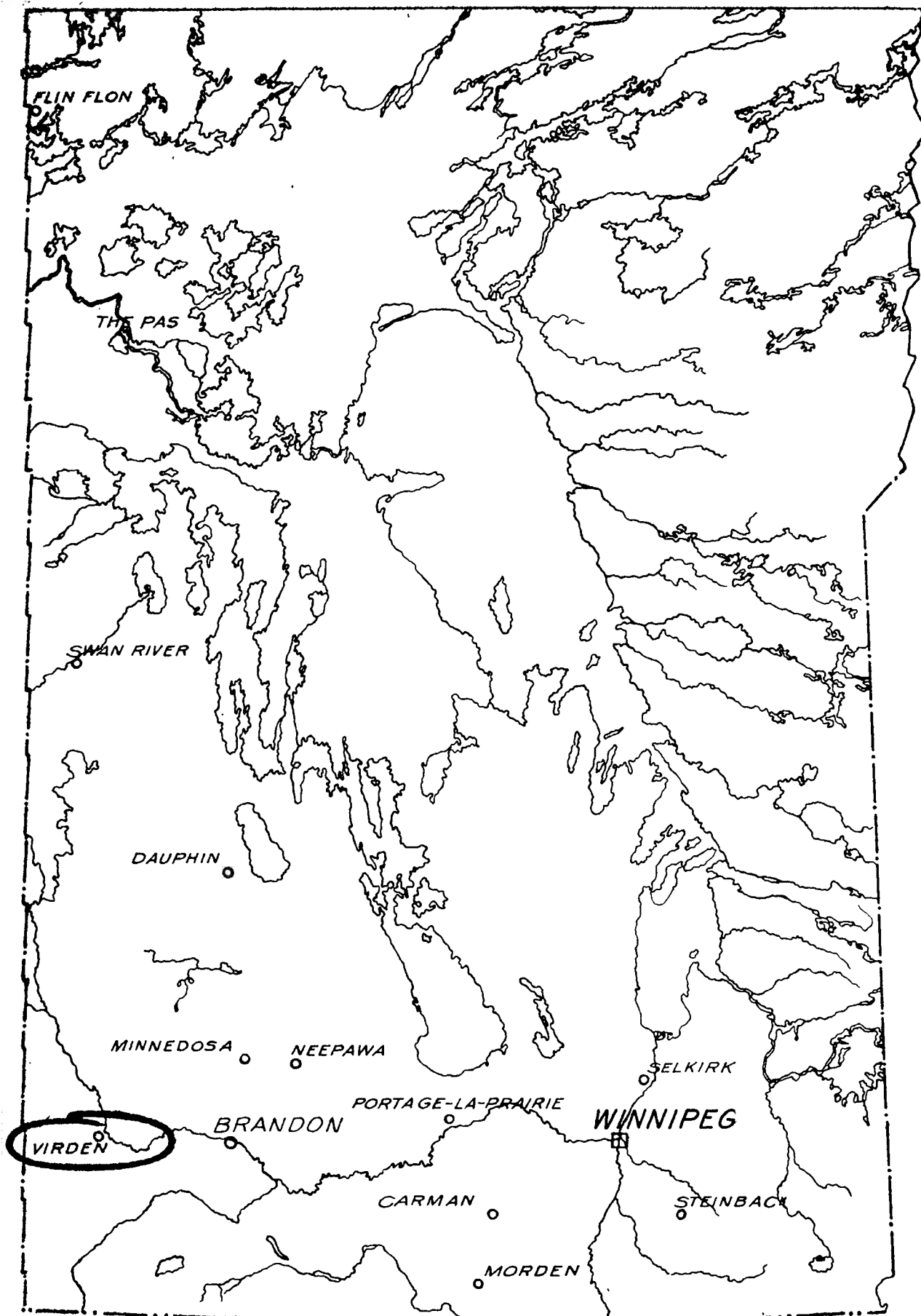
LEGISLATIVE BUILDING

WINNIPEG

HON. J. S. McDIARMID,
Minister

R. E. GROSE,
Deputy Minister

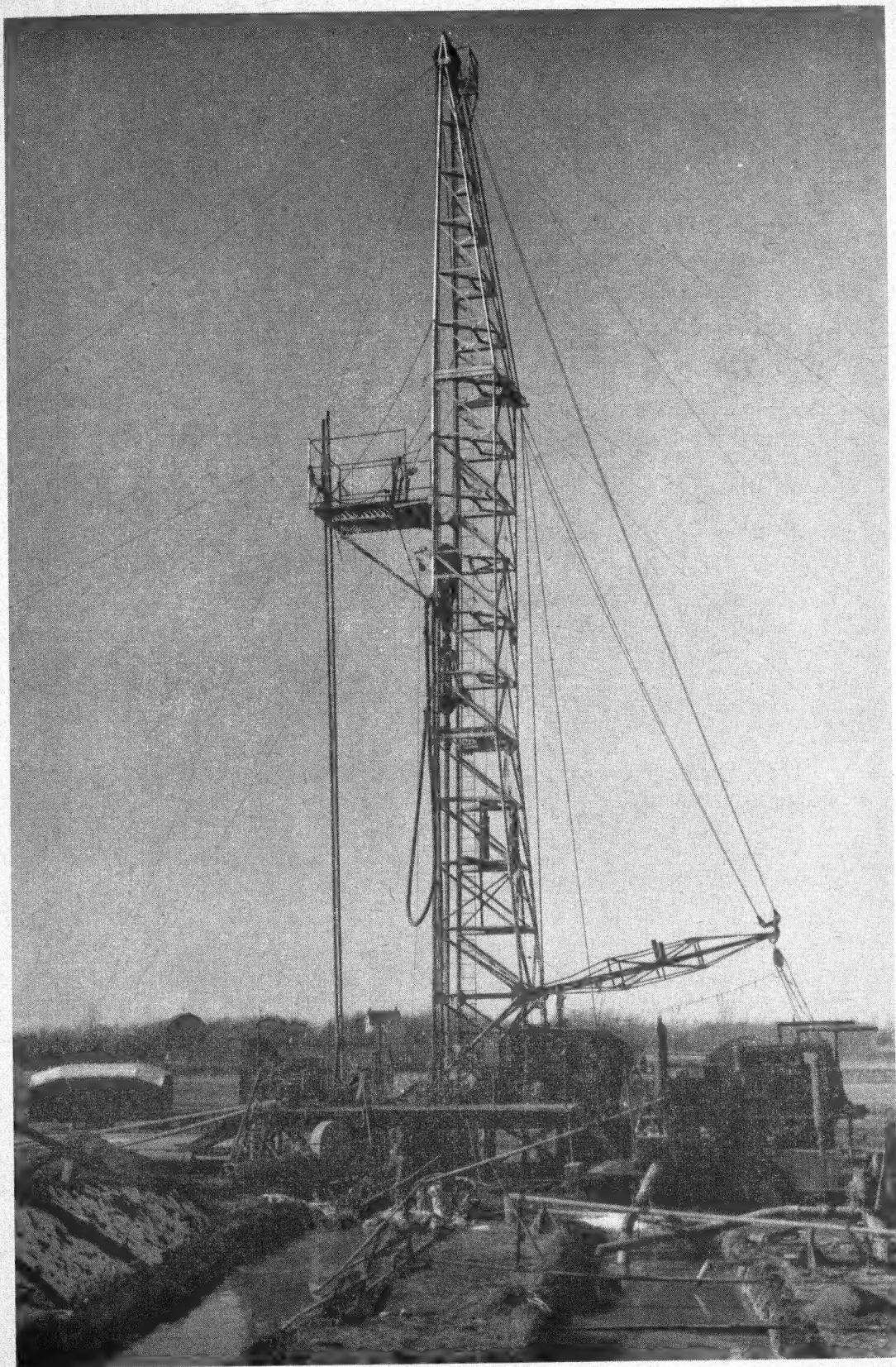
H. A. LUCKHURST
Asst. Director



Southern Manitoba, showing principal centres.

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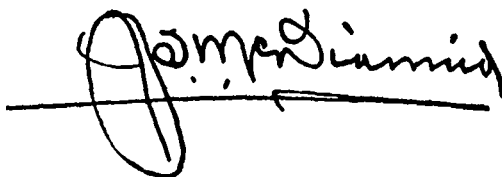
Virden is the center of a major oil field and oil will play an increasingly important part in its economy.

Foreword

This booklet is for businessmen. It is one of a series of economic surveys published by the Department of Industry and Commerce designed to provide an inventory and analysis of physical and economic factors concerning incorporated cities and towns in the Province of Manitoba.

Manitoba cities and towns offer great advantages for production. Labour is reliable and adaptable. Communications by rail, road and air provide convenient and efficient methods of distribution. Within recent years there has occurred a notable advance in the volume and variety of Manitoba industry. A large proportion of the new projects have sprung from local enterprise, and a large number have come from other parts of Canada, the United Kingdom, the United States, and Europe. A noteworthy feature of the new development in the years succeeding the Second World War was the fact that nearly one-third of all new factories commencing operations in the province were located in the rural communities of the province.

The Department of Industry and Commerce is pleased to make this publication available for use by businessmen and organizations interested in the opportunities for the expansion of manufacturing in this area.

A handwritten signature in dark ink, appearing to read "J. M. G. Macdonald", is written over a horizontal line. The signature is stylized with a large, looped initial "J" and a long, sweeping underline.

Minister of Industry and Commerce.

Origin and Background

Viriden lies 193 miles west of Winnipeg and 47 miles west of Brandon on Provincial Highway No. 1. In 1951 it had a population of 1,746.

The history of Viriden dates back to 1790 when the Northwest Trading Company established a trading post in the vicinity, at the top of the Assiniboine Valley. A rural settlement, the county of Dennis, grew up. In 1882 the C.P.R. came through and a town site developed a few miles west of the old trading post. It was named after the Viriden in Scotland.

The town grew steadily, having a population of 350 by 1886. The first store had been erected about 1882 and the town's weekly newspaper, *The Empire Advance*, was first published in the summer of 1885. By that time there were already some industries, including a flour mill having a capacity of 100 barrels a day. During 1885, grain dealers handled wheat to the value of \$150,000.

Viriden was incorporated a town in 1904 and by 1916 the population had increased to 1,618. During the period between the first and second world wars the population remained virtually stagnant; however, the development of the nearby oil fields, within the past two years has led to a resumption of growth and a greatly increased business activity.



Natural Resources

Viriden is in the center of the oil fields which have been discovered in south western Manitoba. The Daly field, eight miles west of the town, is estimated to have a recoverable potential of at least 600,000,000 barrels of high grade crude. The crude being produced is light, 33 gravity A.P.I. Ten oil companies have drilled or are working on wells in the province, primarily on those near Viriden. Total production, up to the end of November, was 87,553 barrels despite the fact that a number of wells were shut down for several months because it was impossible to haul the oil to a refinery equipped to handle it.

The economy of the town has been based almost entirely on agriculture. It is the center of a rich grain producing area. Clay deposits, which were formerly used for making brick, and building stone are to be found nearby. A promising deposit of bentonite shows at River Valley. The occurrence of pure beds of rock salt has been proven by the exploration for petroleum.

SOIL ZONES

L. G. O.
CONSON

L.G.D. stands for
Local Government District

1. Brown-Black Transition.
- 2A. Black Earth—Heavy Textured.
- 2B. Black Earth—Light Textured.
- 2C. Black Earth — Medium Textured.
3. Northern Black.
- 4A. Gray-Black and Black (Gilbert Plains).
- 4B. Gray-Black (Swan River).
5. Gray - Black and Gray Wooded.
6. Gray-Wooded.
7. High Lime.
8. Rock Outcrop, Podzols and Peat.



*Soils**

Virten is situated on the northwest border of the area formerly covered by glacial Lake Souris. In the vicinity of the town and at intervals to the south along the former lake shore, the soils were developed on deposits of coarse textured material carried into the lake by streams from the west. These soils are low in fertility and water-holding capacity and are useful chiefly as pasture land. Between these fans of outwash gravel are areas of blackearth soils developed on shallow clay loam deposited over glacial till. The agricultural value of these soils is generally good but it varies with the depth of the lacustrine material.

West of the shore line, the land rises gradually to form an extensive undulating plain on which blackearth soils of the Oxbow association were developed on calcareous boulder-till. The agricultural value of this land varies with the topography. West of Virten, as far as Hargrave, and north to Harmsworth, the topography is slightly undulating to flat, and fertile loam to clay loam blackearth soils, broken only by a few sloughs and saline meadows, constitute a good farming district.

East of Virten and south of the Assiniboine River, the Souris soil association stretches to the east and south as a large expanse of sandy land. Over a portion of this area the soils are poorly drained and they can be utilized for hay and pasture, but in other areas the sands have been duned and afford only poor pasture. These drier sites could be used for coniferous wood-lots.

Agricultural Production

The town of Virten is in the south-east corner of the rural municipality of Wallace, and is almost in the center of the four municipalities, Wallace, Woodworth, Pipestone and Sifton, from which it draws its agricultural wealth.

The municipalities are all fairly large, with Sifton being the smallest. The agricultural value of the 539 occupied farms in Wallace varies from poor to good, depending on the topography. This municipality is dotted with several low saline areas.

The agricultural value of the 415 occupied farms in Woodworth municipality is somewhat higher than that of Wallace. It is adapted to grain farming or mixed farming.

The agricultural position of the 467 occupied farms in Pipestone municipality is of a generally good nature. The main hindrance to farming is the presence of numerous sloughs and stones.

The agricultural value of the 264 occupied farms in Sifton municipality is the least of the four. It is more suitable for the production of hay and pasture. A large portion of a township in this municipality is inundated by Oak Lake.

The chief field crops in the municipalities are wheat, oats and barley. About 40,000 head of cattle are kept, being principally beef cattle. The following table shows the estimated farm cash income from the municipalities of Wallace, Woodworth, Pipestone and Sifton for the year 1951.

*Prepared by J. H. Ellis, Professor of Soils, University of Manitoba.

ESTIMATED FARM CASH INCOME FOR 1951

	WALLACE	WOODWORTH	PIPESTONE	SIFTON
Wheat.....	\$ 769,000	\$ 859,600	\$ 980,200	\$ 209,900
Oats.....	625,800	372,600	400,000	224,800
Barley.....	451,700	386,300	546,500	125,800
Rye.....	65,400	18,800	81,700	9,300
Flax.....	24,400	7,800	41,500	6,600
Field Crops (Total)....	1,936,300	1,645,100	2,049,900	576,400
Total Livestock.....	676,200	543,900	562,300	488,500
Poultry Products.....	214,400	173,300	164,800	92,700
Dairy Products.....	286,500	187,000	259,400	235,300
Honey and Wax.....	12,600	4,500	600	500
TOTAL.....	\$3,126,000	\$2,553,800	\$3,037,000	\$1,393,400



Butter making in Virden. The product is shipped to Winnipeg and is sold across Canada.



A view of the attractive Victoria Park where Virdenites spend many pleasant days in the summer months.

Climate

Manitoba has a typical mid-continental climate. It is subject to extreme temperature variations between summer and winter, one of the characteristics of such climates.

The Rocky Mountains, bordering the western prairie region, interrupt the moisture laden winds of the Pacific making the prairies a comparatively dry region. In Manitoba and on the prairies generally, precipitation depends on the relative positions of Gulf of Mexico and Polar air masses. Rain falls when moisture laden air from the Gulf meets a Polar air mass.

Precipitation in the province averages from 16 to 21 inches annually, somewhat greater than the average of 15 inches annually for the prairies as a whole. Virden, which has an average precipitation of 16 inches annually, is in one of the drier sections. An average of 6.73 inches of rain falls during the growing season.

The growing season averages 95 days when measured at a frost point of 33°F. and 120 days when measured at a frost point of 29.5°F.

The following table shows the average monthly maximum and minimum mean temperatures in Virden, in degrees Farenheit, over a period of 32 years.

	J	F	M	A	M	J	J	A	S	O	N	D
Minimum.....	-11	-5	9	26	37	49	52	49	39	27	13	-3
Maximum.....	10	17	28	50	64	73	80	78	68	53	30	16



Lawn bowling is popular among young and old. Scenes such as this are common.



The Canadian Pacific Railway Station is well kept and attractively landscaped. Virden is on the main C.P.R. line and has excellent transportation facilities.

Transportation

The transportation facilities in Virden are excellent. The Trans Canada Highway as well as the main line of the Canadian Pacific Railway pass through Virden. In addition, it is also served by a branch line of the Canadian National Railway. An old air training school has been leased from the Government of Canada and serves as a municipal airport.

Railway

Both the main line and the Saskatoon-Edmonton branch line of the C.P.R. pass through Virden. Daily passenger service is provided. Freight service is on a thrice weekly basis each way, running to the north on Tuesdays, Thursdays and Saturdays and to the west on Monday, Wednesday and Friday.

On the Canadian National Railway a westbound passenger service is operated on Monday, Wednesday and Friday while the eastbound runs on Tuesday, Thursday and Saturday. Freight service is on a thrice weekly basis.

Goods travelling between Virden and Winnipeg or Virden and Brandon are subject to mileage class rates while merchandise sent from either Winnipeg or Brandon to Virden are subject to distributing class rates, which are 85 per cent of

the former. In some cases special commodity rates apply. These are lower than the mileage and distributing class rates which follow. The following rates are quoted in dollars per hundred pounds. They went into effect on January 1st, 1953.

MILEAGE CLASS RATES			DISTRIBUTING CLASS RATES	
Virden to	Brandon	Winnipeg	Brandon	Winnipeg to Virden
1st class	\$.83	\$1.83	\$.72	\$1.56
2nd "	.70	1.53	.61	1.32
3rd "	.55	1.22	.51	1.05
4th "	.44	.93	.38	.77
5th "	.38	.83	.37	.72
6th "	.33	.70	.32	.55
7th "	.28	.53	.25	.45
8th "	.32	.55	.28	.47
9th "	.32	.70	<i>Special Livestock Rates</i>	
10th "	.23	.44	.21	.38



A typical view of the business district.

Highway

Virден is at the junction of Provincial Highways Numbers 1 and 22. These offer all weather access to the town from the east, west and south. In addition, six market roads enter the town from all points of the compass.

Twice daily bus service is provided by the Greyhound Bus Lines Limited. Highway freight service from Virден to Winnipeg via Brandon is provided by Read's Cartage, while Fowler's Transfer operates between Virден and Brandon.

The following table lists the freight rates in cents per 100 lbs. in effect between Virден, Brandon and Winnipeg.

BRANDON TO VIRDEN		WINNIPEG TO VIRDEN	
1st class.....	50	1st class.....	108
2nd class.....	42	2nd class.....	91
3rd class.....	35	3rd class.....	72
4th class.....	27	4th class.....	54

Communications

The Virден exchange is of the common battery type. It is operated by the Manitoba Telephone System, a provincial crown corporation. At December 31, 1951 there were 442 local and 38 rural services. During the year 33 new services were installed.

The Empire Advance, a weekly newspaper, is published every Wednesday in Virден. The declared circulation is 1,678. Daily newspapers available include The Winnipeg Free Press, The Winnipeg Tribune, and The Brandon Sun.

Statistics, issued by Elliott Haynes Limited, a firm specializing in advertising research, show that there are 1,500 radio homes in the Virден district. The radio broadcasting stations most frequently listened to and the percentage of listeners are as follows: CKX Brandon, 34 per cent; CBK Watrous, 18 per cent; CBW Winnipeg, 13 per cent; CHAB Moose Jaw, 9 per cent; CKRC Winnipeg, 7 per cent; CKCK Regina, 5 per cent; Others, 14 per cent. Both CBW and CBK are regional links in the Trans Canada network of the Canadian Broadcasting Corporation.

Postal service, provided by the Government of Canada, brings Virден within 36 hours of all major North American centers and 60 hours of the United Kingdom. Telegraph service is provided by Canadian Pacific Telegraphs and Canadian National Telegraphs, subsidiaries of the railways.



An aerial view showing the business district and residential sections. The best industrial sites border the railway in the background.

Fuel

Natural gas has been known to exist for some years near Virden; however, it is only in the past two years that extensive exploration for petroleum has been undertaken. It is now evident that a large, if not a major, oil field has been discovered.

Extensive deposits of lignite occur at Bienfait and at Estevan, some fifty miles west of the Manitoba-Saskatchewan boundary. Inferior coal is known to occur south of Virden but it has never been worked economically in view of the larger deposits in Saskatchewan. Bituminous coal is found in many places in the province of Alberta. Lignite and bituminous coal from Saskatchewan and Alberta followed by fuel oil are the most commonly used fuels. The use of wood is declining in importance.

Sites

The commercial district consists of ten blocks from King Street to Queen Street and from Sixth Avenue to Eighth Avenue. The right of way of the Canadian Pacific Railway borders the area on the northeast and a spur of the Canadian National enters the district between King and Princess Streets.

The building by-law was adopted in 1941 and there have been no amendments of note. Buildings which may be erected within the first class fire limits are those with the main walls of brick, stone or concrete and roofs must be covered with incombustible material as specified. The main walls must be carried up to connect with the roof and all party walls must be carried two feet above adjacent roofs and fair wall thicknesses are specified. Fire escapes are required on buildings three or more stories in height.

A fire prevention by-law, adopted in April, 1941, contains regulations concerning the repair, removal and inspection of buildings and handling of flammable liquids and disposition of combustible materials. The fire chief inspects business places when a hazardous condition is reported. Chimneys are inspected annually by the fire department on authority of the council.

There is an electrical by-law concerning the installation and maintenance of electrical wiring and apparatus. It has not been amended to require compliance with the Canadian Electrical Code.

Industrial sites available are located southeast of the Virden Agricultural Society Fair Grounds and are bordered by the main line of the Canadian Pacific Railway. In addition, there are two other large areas on either side of the C.P.R. right of way at the northern limits of the town and smaller areas northeast of the Virden Agricultural Society Fair Grounds. The sub soil at Virden is sandy and is well drained. The cost and terms at which municipal land may be purchased or leased varies but any prospective industrial purchaser would receive favourable terms.

Power

The Manitoba Power Commission, a provincial crown corporation, distributes hydro-electric energy to the town of Virden and throughout the surrounding district. The power used in Virden is generated on the Winnipeg River some 250 miles to the east.

During the year ending March 31, 1952, consumption in Virden was 1,949,744 k.w.hs. At the end of the year there were 690 meters in service. The surplus capacity available at Virden is about 200 k.v.a. The load capacity of the transmission lines to Virden will be increased within the next year or two. During the fiscal year there were a total of 62 minutes of unplanned interruptions, caused by storms and other natural disturbances and 193 minutes of pre-arranged interruptions to permit repair and service. Pre-arranged interruptions are usually made during the very early morning hours after due notice has been given.

Electric current is obtained over a single-circuit wooden-pole transmission line from Brandon operated at 33,000 volts. A supply is also obtainable by way of Minnedosa and Birtle over a 33,000 volt, single-circuit, wooden-pole line which forms a loop with the line from Brandon to Virden.

The local distribution system was rebuilt in 1950. Distribution of electric current is carried out with overhead 2,300 volt primary mains and 110-220 volt secondary mains, the latter supplied from pole-type stepdown transformers.

Following are the standard power and commercial rates of the Manitoba Power Commission:

Power Rates—For Motor load of 2 h.p. and over:—

First 30 hours use of 80% of total connected load or monthly established demand in k.v.a. @ 5c per k.w.h.

Next 30 hours use of 80% of total connected load or monthly established demand in k.v.a. @ 3½c per k.w.h.

Balance of energy used the same month..... at 1c per k.w.h.
10% Prompt Payment Discount

Minimum Monthly Bill—\$1.50 per k.v.a. of 80% of total connected load or monthly established demand in k.v.a., provided, however, the demand for billing purpose shall in no event be less than 25% of the highest established demand in the previous twelve months.

Wholesale Discounts:—

On the first \$200.00 gross bill each month—No wholesale discount.

On the third \$100.00 gross bill same month—10% " "

On the fourth \$100.00 gross bill same month—20% " "

On the fifth \$100.00 gross bill same month—30% " "

On all that portion of gross bill in excess of
\$500.00 the same month. 40% " "

Commercial Rate:—

For lighting Service for loads with a demand not in excess of 20 k.v.a. with larger loads subject to review.

First 100 k.w.h. used each month @ 6c per k.w.h.

Next 200 k.w.h. used same month @ 3c per k.w.h.

Balance of energy used same month @ 2c per k.w.h.

10% prompt payment discount.

Minimum Net Monthly Bill—\$1.00.

Water

Ratepayers, in a referendum held June 25, 1952, endorsed the proposed waterworks and sewerage system and the Public Utilities Board, has given its approval to the sale of \$360,000, 5% debentures. Construction will begin when a sufficient amount have been sold.

Water, pumped from 125-foot wells, will be stored in a water tower of 83,000 gallons capacity and will be distributed through four to eight inch mains in a centrally located water district. The layout of the proposed system is outlined on the map on page 30. The system is designed to serve a population of 3,500.

Up to the time of publication, all water requirements have been met by the supply in the sand bed underlying the town. Water in quantity may be tapped at from ten to twenty feet and is most often obtained by sand point wells. The surface water is very hard and several deep wells have been sunk to tap the softer water found at a greater depth.

The water supply for the fire department pumper is obtained from wells, underground tanks, railway tanks and Gopher Creek. The town maintains three covered wells with capacities of 10,350 gals., 40,000 gals. and 9,000 gals. Seven tanks, of concrete construction, are also maintained by the town. In addition, the Canadian Pacific Railway's yard tank, having a capacity of 45,000 gallons, can also be used. This tank is supplied through an eight-inch cast iron force main from a pumping plant on the Assiniboine River, four miles distant. Gopher Creek is near parts of the residential district and there are six places to which the fire engine has access.

The proposed water and sewerage rates follow:

Residential	Business Rates
Meter Rental \$1.25 per month	Meter Rental \$1.25 per month
Sewer Rental 1.75 per month	Sewer Rental 3.25 per month
Water Consumption . . . 2.25 per month	Water Consumption . . . 5.50 per month
Allows up to 2,250 gallons.	Allows up to 5,500 gallons.
Minimum Monthly Rate \$5.25 per month	Excess usage at 60c per 1,000 gallons
Excess usage or usage over 2,250 gallons monthly is chargeable at the rate of 60c per 1,000 gallons.	Minimum Monthly Rate \$10.00 per month

Service Connections

Estimated costs from main to basement.	
Ditching	\$ 2.00 per foot
4-inch non corrosive pipe50 per foot
3/4-inch copper pipe40 per foot
Corporation cock	2.50
Curb box including valve	11.50
Meter deposit	10.00

The following analysis shows that the water is fairly hard, having a total hardness of 719 parts per million. This is equivalent to 50.2 grains per gallon. The nitrites and nitrates are slightly above normal but are less than the 10 ppm, which is considered to be dangerous and a contributory cause of blue babies.

Appearance	Slight sediment
pH	7.45
Nitrogen	
Ammonia as (N ₂)	Negligible
Nitrites as (N ₂)	0.35 ppm
Nitrates as (N ₂)	6.0 ppm
Mineral Analysis	
Calcium (Ca)	184 ppm
Magnesium (Mg)	63 ppm
Sodium (Na)	84 ppm
Carbonate (CO ₃)	301 ppm
Sulphate (SO ₄)	223 ppm
Chloride (Cl)	120 ppm
Alkalinity	502 ppm
Total solids by evaporation	1,460 ppm

Population

The population of Virden is given as 1,746 according to preliminary statistics on the 1951 census. This represents an increase of 9.3 per cent over 1946.

During the interval from 1916 to 1946, the population remained fairly constant. The recent discoveries of oil have already had an effect on the size of the population. This influence may be expected to be more pronounced in the future leading both to an overall increase in size, as well as to a change in composition.

At the time of the 1951 census, the population of the town consisted of 824 male and 922 female—a ratio of 100 to 112. This compares with ratios of 103 to 100 for the province and 118 to 100 for the municipality of Wallace.

The population of Virden and the district is predominately Anglo-Saxon. The census of 1946 showed that 81.9% were Canadian born, 12.2% were born in Great Britain and 5.9% in other foreign countries.

Over the past decade there has been a shifting of the population as to age groups in census division no. 8. An examination of the census for 1941, 1946 and 1951 show a large increase in the 0-9 age group, a decrease in the 10-24 group (particularly in the 15-19 group), an increase in the 25-44 group, a decrease in the 55-64 group and an increase in the over 65 group.

Labour

It is estimated that the population of Virden, between the ages of 14 and 65, numbers 502 male and 562 female. The following table shows the occupations of householders and boarders in Virden. It was compiled from the Rural Directory issued

by the Post Office in February, 1952. Slightly more than half of those of independent means and 10% of the farmers are women. The professions include: 2 barristers, 1 dentist, 3 physicians and 2 veterinarians.

Occupation of Householders and Boarders in Virden

Clerks	20
Farmers	247
Independent	83
Manager	17
Proprietor	63
Railway Employees	37
Skilled	70
Semi-Skilled	37
Unskilled	67
Women	86
Other	38
<hr/>	
Total	765

Wage rates for unskilled labour are currently 85c an hour.

Legislation Affecting Labour

All wages, with certain exceptions in agricultural and domestic service occupations, are subject to the Minimum Wage Act of Manitoba. This Act stipulates the minimum below which wages must not go. Present wage rates (minimum) are \$0.48 an hour for experienced male workers under 18 and \$0.60 for those 18 and over. Experienced female workers in urban areas have a minimum rate of \$0.48 an hour for those under 18 and \$0.55 an hour for those 18 and over. In rural areas the rates are \$0.45 an hour for those under 18 and \$0.52 an hour for those 18 and over. In accordance with the Manitoba Fair Wage Act, two Fair Wage Boards are active in the Province, governing the construction and hairdressers industries respectively. These Boards establish minimum Fair Wage rates and maximum hours for the different groups. Under the Manitoba Vacations With Pay Act, all employees who complete a year's service are entitled to not less than one week's annual vacation with pay and two weeks with pay is mandatory following the completion of three years continuous service. The Labour Relations Act provides for a Labour Relations Board to promote equitable relations between employers and employees and to facilitate the just settlement of disputes. The Board is composed of a chairman, three members representing management and three representing labour. Subject to certain revisions warranted by special circumstances, the Hours and Conditions of Work Act, administered by this Board, specifies an eight-hour day, a forty-eight hour work week for male employees, a forty-hour week for female employees, overtime rates of time and a half, the observance of statutory holidays, and notice on termination of employment. The Workmen's Compensation Act established a provincial accident fund from which compensation is paid to disabled workers and to dependents of workers killed in the course of employment. Employers pay into the fund and are insured against liability for employees' accidents. The Manitoba Factories Act sets forth detailed regulations for safety, health and welfare of workers and for the systematic inspection of plants.



A typical scene in the attractive Assiniboine Valley near Verden. The gently undulating countryside has numerous wood lots and shelter belts interspersed among the farm land.

Markets

The trading area served by Virden is bordered by the following villages: McAuley, Miniota, Arrow River, Lenore, Oak Lake, Reston, Pipestone and Maryfield (Saskatchewan). The area is parabolic extending some thirty-five miles west of Virden and about fifteen miles east to Oak Lake. The wide ends of the parabola are at McAuley to the north and Reston to the south. The distance between these points is roughly fifty miles.

The area, described above, was defined as part of the special survey of retail receipts conducted by the Department of Industry and Commerce. In order to define the area, merchants were asked to name the farthest removed village, for each point of the compass, in which they had regular customers. The villages most frequently mentioned have been taken as the limits of the trading area.

The population of Virden's trading area is 10,000. In 1951 the per capita income of census division no. 8, which includes Virden and the surrounding municipalities, was \$943. The income of residents of the trading area was then \$9,430,000 while the income of residents of the town itself was \$1,646,000.

A special survey of the gross retail receipts of Virden's businesses was conducted by the Department of Industry and Commerce as part of the preparation of this brochure. The results show that gross retail receipts amounted to \$4,228,854 in 1951. This represents 45 per cent of the income of the trading area.

The gross receipts have been classified by business groups. However, since there is a good deal of overlapping in merchandising, the gross receipts of all establishments is the most significant. For example, five of the six garages handling implements provided separate statistics for their garage and implement receipts; however, one did not and their receipts are part of the garage and service station group. Only three establishments in the whole town did not co-operate in the survey. An estimate for their receipts has been included. The accuracy of the statistics for 1950 and 1951 is within 1 per cent.

GROSS RECEIPTS		
	1950	1951
Barber Shops and Hairdressers.....	\$ 16,394	\$ 16,637
Bulk Fuel.....	586,517	781,473
Clothing and Dry Goods.....	231,632	263,538
Electrical Appliances and Hardware.....	361,400	440,100
Garage and Service Stations.....	609,159	650,292
Grocery and General Stores.....	399,805	441,290
Implement.....	268,053	320,570
Restaurant.....	203,436	217,177
Other.....	823,305	1,097,777
Total.....	\$3,499,701	\$4,228,854

According to local opinion, the following services are required in Virden: auto camp, auto accessories (new and used), auto-body and paint shop, florist, greenhouse, pasteurization plant, shoe store. The influx of personnel connected with the exploration of and drilling for oil has created a housing shortage. Several modern apartment buildings would seem to be a good investment.

Service Industries in Virden

The following is a listing of the business establishments in Virden. The classifications correspond to the table of gross receipts and the type of merchandise handled is given in brackets in those instances where the heading does not provide a sufficient description. Those establishments indicated by an asterisk were not included in the survey, since they are not strictly retail establishments or personal services.

Barber Shops and Hairdressers

Harry's Barber Shop
Nu-Art Beauty Salon
Silhouette Hairdressing
Ted's Barber Shop

Bulk Fuel Oil

Anglo Canadian Oil Co. Ltd.
British American Oil Co. Ltd.
Imperial Oil Ltd.
McColl-Frontenac Oil Co. Ltd.
Wallace Consumers Co-Op. Ltd.

Clothing and Dry Goods

Charlie's Style Shop (Men's Wear)
Doherty's Dress Shop (Ladies' Wear)
Joseph Donaldson Ltd.
(Men's Furnishings)
Junior Garment & Gift Shop
(Women's and Children's Clothing)
Fashion Shop (Ladies' Wear)
Fitzpatrick's Tailor Shop
Robinson Store (Dry Goods, Variety)
White, F. E. (Men's and Women's Wear)

Electrical Appliances and Hardware

Cook, R. J. (Electrical Appliances)
MacLeod's Limited
McBain, L. Hardware Co.
Virden Hardware Co. Ltd. (Furniture)

Garage and Service Stations and Implement Dealers

Bill's Service Station
Cory, R. J. (Implement)
Draper & Stendall (Implement & Garage)
Forester's Garage & Electric
(Electric appliances)
Fowler & Sons Ltd.
(Implements and Garage)
Marshall Motors
(Implements and Garage)
McGuffin, R. E. (Implements and Garage)
Virden Garage (Implement)

Grocery and General Stores

Ernie's Grocery
Foodland
Hewitt's Service Store
J. W. Mitchel Company Store
(General Store)
Scales & Rothnie

Restaurant

Bus Depot
Dely, E.
The Friendly Inn
Virden Cafe
Vogue Cafe

Other

Alexandra Hotel
*Ashton, H. (Electrical Contractor)
*Aud Theatre
Balmoral Hotel
Bill's Meat Market
Burns 5c-\$ Store (Variety)
*California Standard Oil Co. Ltd.
Carefoot, G. F. (Blacksmith)
*Carscaddin, G. R. (Mortician)
Central Hotel
Clarke, S. (Blacksmith)
*Cockbill, J. (Electrician)
*Duncan, A. K. (Plumbing and Tinsmith)
*Empire Publishing Co. Ltd.
Forster, C. L. (Billiard Parlor)
*France, F. A. Construction Co.
Gross, J. (Shoemaker)
Higginbotham, J. F. (Drug Store)
Hollowell, E. (Shoemaker)
*Johnnies Electric (Electrical Contractor)
Jones, W. (Machine Shop, Truck Sales and Service)
*Kendrick, G. (Building Contractor)
*Kinney, D. A. (Hatchery)
*Lake of the Woods Milling Co. Ltd.
(Elevator)
*Lee, W. H. (Mortician)
*Mansen, T. (Building Contractor)
*Manitoba Cooperative Poultry Marketing Association
*Manitoba Pool Elevators
McKinney & Scheel (Second Hand Store)
Monarch Lumber Co. Ltd.
Murdoch's Bakery
*National Grain Co. Ltd.
*Nelson, T. (Building Contractor)
Newby, E. (Machinist)
Rosenman's Ltd. (Furniture)
*Sararas, A. W. (Electrical Contractor)
*Searle Grain Co. Ltd.
Service Shoe Repair
*Stacey's Sales & Service (Plumbing)
Taylor Lumber Co. Ltd.
Thompson's Tire Shop
Timms, R. J. (Jewellery)
*United Grain Growers Ltd.
Victoria Billiards
Victory Bowling Alley
Virden Dry Cleaners
Virden Photo Studio
Virden Quick Freeze Locker Plant
Virden Sheet Metal Co.
Western Drilling Supplies
*Western Geophysical Co. Ltd.
*Whitaker, W. (Building Contractor)
Williams, G. (Laundry)

Financial Services

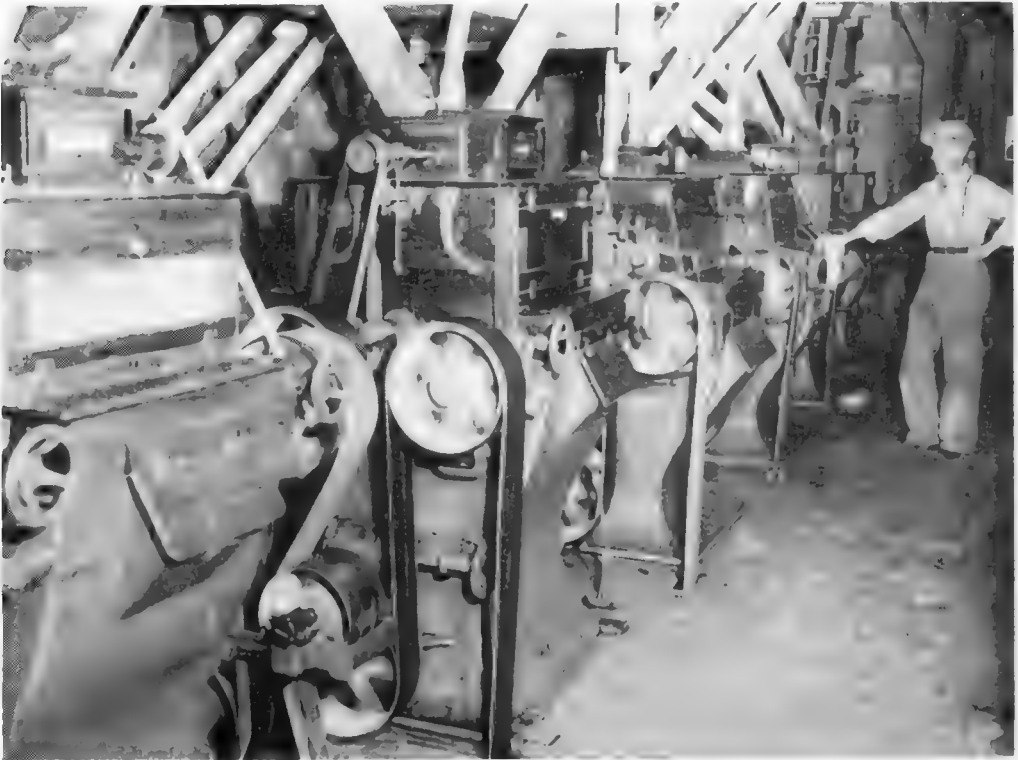
Canadian chartered banks are organized on the branch system and are subject to strict government regulations and supervision. These factors minimize banking failures making the Canadian banks among the most stable in the world. The branch system also insures smaller centres of continuous, stable banking facilities.

Branches of the Bank of Nova Scotia and the Canadian Bank of Commerce are located in Virden. The principal services provided by these branches are savings accounts, safety deposit boxes, chequing accounts, and short term loans. Interest rates on loans vary from 4 to 6 per cent, the legal maximum.

There are three real estate and insurance agencies in Virden. Public accounting services are offered by one firm.

Manufacturing and Processing

Virden ranks twelfth among the centers in Manitoba in the gross value of manufactured products. The Dominion Bureau of Statistics reports for 1949 show that there were five manufacturing establishments in Virden. The plants employed 28 and paid out \$60,381 in salaries and wages. This represents an average wage of \$2,156 compared with a provincial average of \$2,052.



An interior view of the flour mill. Part of the flour milled here is exported and part is sold in the immediate vicinity.

The gross value of products produced by establishments in Virden in 1949 was \$423,756. The average gross value of production was \$84,751. The productivity per employee stood at \$15,134, considerably higher than the provincial average of \$11,313. A total of \$306,303 was spent on materials. This represents 72.3 per cent of the gross value of production. The bill for fuel and electricity was \$5,798.

The Prairie Provinces of Manitoba, Saskatchewan and Alberta are the natural market for Manitoba industry. In 1951, retail sales in Manitoba and the Prairie Provinces were \$666,701,000 and \$2,114,356,000 respectively.

Most of the flour milled in Virden is exported and the by-products, bran and feed are sold locally. Butter is manufactured for sale across Canada, and eggs, after they have been graded and candled are shipped to Winnipeg. All the ice cream produced is sold locally.

The following manufacturing establishments are located in Virden.

B. B. Kemp Flour Mills	Flour, Bran, Shorts
Virden Creamery	Butter, Ice Cream, Candled Eggs

Municipal Affairs

Virden's tax rate for 1952 has been set at 55 mills, an increase of two mills over the rate in 1951. Total requirements of the town and schools amount to \$75,334.02. Of this, \$34,139.24 or 43.5% is for uncontrollable purposes.



The new Virden General Hospital is equipped with the most modern facilities to serve the town and the surrounding rural district.



This attractive school is the Virden Collegiate, one of the three schools in town. Educational facilities in Virden are excellent. Instruction in woodwork and metalwork is given in addition to regular academic courses.

The 1952 assessment in Virden is the highest in its history, being \$1,137,986 as compared with \$1,123,177 in 1951. The following table presents a breakdown of the 1952 budget.

Uncontrollable	Estimated Expenditure	Tax Reserve	Total Requirements	Mill Rate
Schools—General	\$ 7,385.00	\$ 125.62	\$ 7,510.62	6.6
Schools—Special	21,759.00	659.15	22,418.15	19.7
Municipal Commission Levy	1,219.66	32.11	1,251.77	1.1
Hospital Debentures	2,880.29	78.41	2,958.70	2.6
Total	\$33,243.95	\$ 895.29	\$34,139.24	30.0
Controllable:				
Public Works	\$ 7,500.00	\$ 465.86	\$ 7,965.86	7.0
Protection of Persons and Property	8,140.00	53.44	8,193.44	7.2
Social Services	10,400.00	69.40	10,469.40	9.2
Fixed Assets	4,000.00	551.92	4,551.92	4.0
Miscellaneous	2,000.00	48.30	2,048.30	1.8
Administration	7,920.00	45.86	7,965.86	7.0
Total	39,960.00	1,234.78	41,194.78	36.2
Less Other Revenue	12,745.36		12,745.36	11.2
Total	\$27,214.64	\$1,234.78	\$28,449.42	25.0

Municipal taxes are levied on $66\frac{2}{3}$ per cent of the assessed value of buildings and 100 per cent of the assessed value of the property. The business tax is 15 per cent of the rental value of the property. The basis of the above assessment is 1940 values. There is to be a re-assessment during the winter of 1952-53. The mill rate for 1953 will be reduced to compensate for the assessed values which will be about one-third greater.

The following table lists the value of building permits issued in Virden for four years. During that time the tax assessment increased from \$1,051,463 in 1948 to \$1,158,221 in 1951, an increase of \$106,758.

Year	Value of Building Permits Issued
1948.....	\$ 47,000
1949.....	101,000
1950.....	87,000
1951.....	269,000

Education

There are three schools in Virden, an eight-room elementary school, a six-room high school and a technical school in which industrial courses, woodworking and metal working are given. The schools are staffed by thirteen teachers.

In 1951-52 there were 260 elementary and 112 secondary students. Instruction is given in all grades up to and including grade XII. Full commercial courses, industrial arts courses and a home economics course are available in the high school in addition to the regular matriculation course.

Fire Protection

The fire brigade, organized on a volunteer basis, has 24 members, consisting of the chief, assistant chief, five captains, three pump operators and 14 firemen. Practices are held five or six times during the summer months. Each member is paid for each fire and practice attended.

Equipment consists of one Bickle-Seagrave pumper rated at 420 g.p.m. at 120 pounds pressure, one 300-gallon water truck with a rotary Bickle booster pump rated at 100 g.p.m., one hose and ladder truck with some 1,600 feet of $2\frac{1}{2}$ -inch and 200 feet of $1\frac{1}{8}$ -inch cotton, rubber lined hose. The booster truck is equipped with 200 feet of 1-inch booster hose with all-purpose fog nozzle. A light ladder truck carries a 50-foot extension ladder and two 28-foot plain ladders.

The fire station is in a $3\frac{1}{8}$ storey brick building housing the municipal offices and a theatre. General alarms are given by means of a siren.

Police

A four-man detachment of the Royal Canadian Mounted Police is stationed in Virden. There were eight break-ins in 1950 and none in 1951.

Social Supplements

Virden is an attractive residential town, well treed and attractively landscaped. There are many fine old brick and stone homes, as well as a number of modern houses.

The new hospital, one of three serving the Virden Hospital District No. 10, was opened in September, 1952. Facilities include three operating theatres of the latest

design, as well as quarters for the nursing staff and offices for the health and diagnostic units. Pastel colours have been used to decorate the wards. It will have 34 beds and a 10-bassinet nursery.

There are five churches in Virden—Bethel Tabernacle, Christian Science, Sacred Heart Church, St. Mary's Anglican and St. Paul's United.

Recreation facilities include two tennis courts, closed in curling and skating rinks, theatre, lawn bowling green, bowling alley, dancing at various halls and a 9-hole golf course. Annual events include a bonspiel in January, a fancy skating carnival in March, a musical festival in May, a track and field meet in June, a race meet in June, golf tournaments in June and September and an annual agricultural fair and exhibition. A ski run, four or five miles away in the Assiniboine Valley, is popular during winter months.

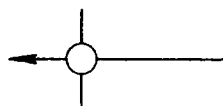
The professions are represented by two barristers, three physicians, one optometrist, one dentist. One physician is in charge of the health unit.

A small library, run by the Ladies' Institute, is located in the municipal building. It consists of approximately 1,000 volumes.

Service organizations include the Chamber of Commerce and the Women's Institute. Branches of the Canadian Legion and Lionelles are located in Virden.



St. Mary's Anglican Church. The rubble stone construction is typical of many of the buildings in town.



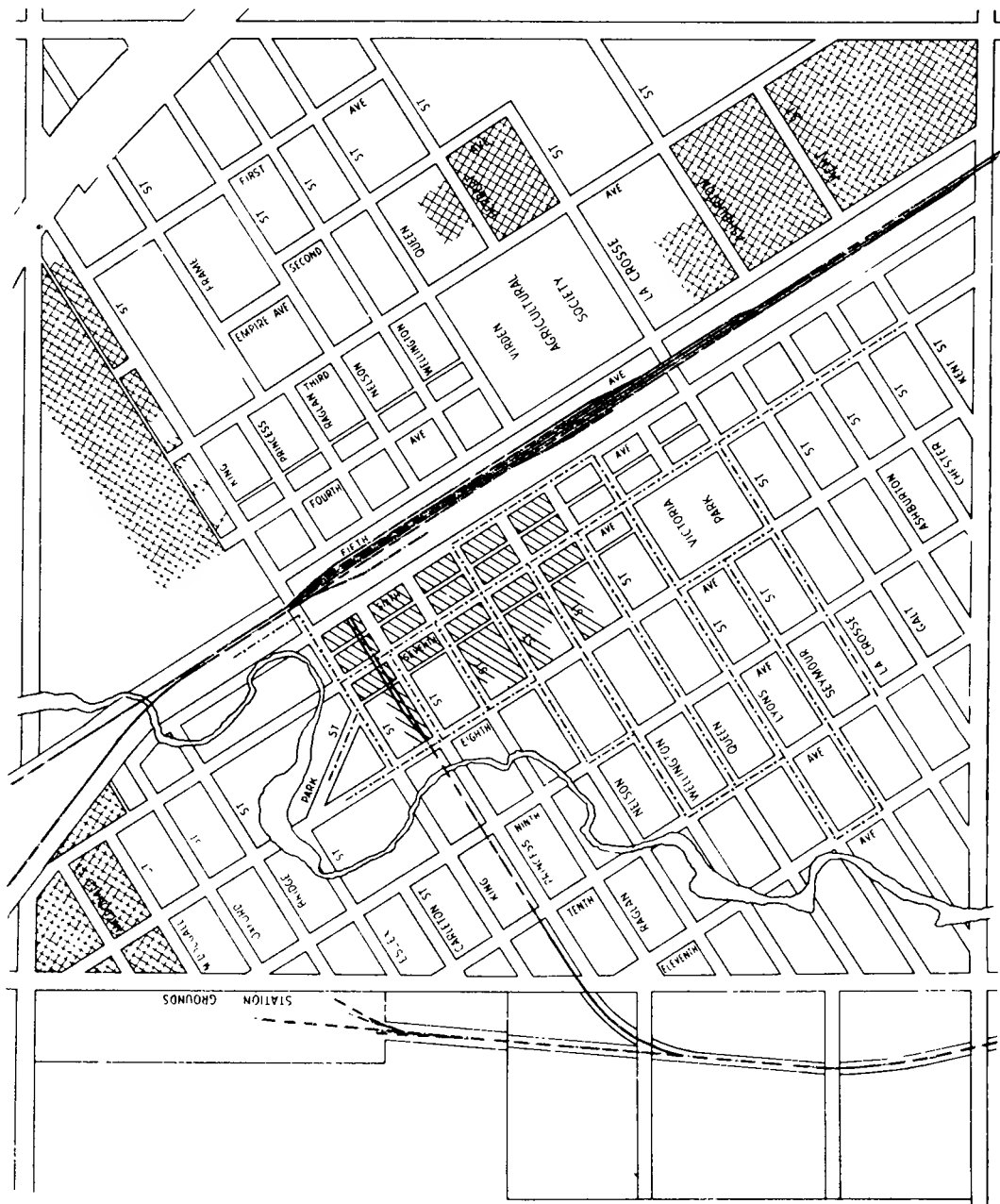
VIRDEN



MANUFACTURING AREA

BUSINESS AREA

WATER & SEWAGE



Further Inquiries

For the sake of brevity, many details have been omitted from this publication. Any firm requiring further information, or special data pertaining to any or all of the foregoing topics, may obtain these details from any of the agencies listed below:

The Mayor; Virden, Manitoba.

The Secretary, Virden Chamber of Commerce; Virden, Manitoba.

Department of Industry and Commerce, Legislative Building; Winnipeg, Manitoba.



THE DEPARTMENT OF INDUSTRY AND COMMERCE IS

at your Service . . .

. . . regarding

Plant Location

The Department will provide manufacturers interested in the possibility of locating in Manitoba with complete and accurate data on all factors related to the establishment of manufacturing operations in this area. Special confidential reports will be prepared at the request of potential manufacturers. These reports will contain detailed information on such factors as market data and analysis, labor supply and wage rates, availability and cost of power, taxation, transportation facilities, availability of sites and buildings and related industrial location data.

Sub-contract or Manufacturing Under License Arrangements

Contact with Manitoba manufacturers will be provided by The Department to firms from outside the province interested in having their products wholly or partially manufactured and assembled on a sub-contract or manufacturing license arrangement.

Location of Agents and Distributors

The Department will also assist manufacturers seeking sales representatives. Contracts with suitable agents or agencies can be arranged for firms seeking representation in this area.

DEPARTMENT OF INDUSTRY AND COMMERCE

Province of Manitoba

LEGISLATIVE BUILDING

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WINNIPEG, MANITOBA

